

# HAMPTON VA

## NEWS RELEASE

For immediate release

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## **SAGE Hampton promotes roadside gardens that are friendly to the environment**

**Oct. 21, 2014** - When is a roadside garden beautiful and good for the environment? When it's part of the SAGE program.

Stormwater Alternatives through Green Enhancement, or SAGE, is an innovative, donation-funded program that began in Lynchburg in 1991. SAGE works with community sponsors to build beautiful roadside gardens that keep excess stormwater runoff from going into local waterways.

A public-private partnership that has been endorsed by Hampton City Council, SAGE Hampton is designed to mitigate stormwater runoff, beautify the local streetscape and boost community pride and future economic development in the city by creating “a more inviting roadway environment.”

The idea behind the program is to have local sponsors help defray the cost of designing, building and maintaining the gardens, which would be approved and built by the city. In addition to a tax deduction and a chance to help beautify Hampton, sponsors will have their name included on a city-approved sign located inside the garden for five years, with an option to renew for another five years.

Money donated to the program – suggested amounts range from \$10,000 to \$20,000 - will be managed by the Hampton Neighborhood Development Partnership, a non-profit charity that works with various groups to distribute resources that will enhance the quality of life in Hampton neighborhoods.

More than two dozen garden sites have already been identified in Hampton along major, high-traffic roads, including the Hampton Roads Center Parkway and Armistead Avenue. A technical assistance grant from the National Fish and Wildlife Foundation provided the seed money for SAGE Hampton.

For more information, contact the [Hampton Clean City Commission](#), which is serving as a link between potential donors and SAGE officials. Or contact Debbie Blanton at the Clean City Commission, [dblanton@hampton.gov](mailto:dblanton@hampton.gov)

You can also visit the SAGE site at [www.sagecertified.org](http://www.sagecertified.org)

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